

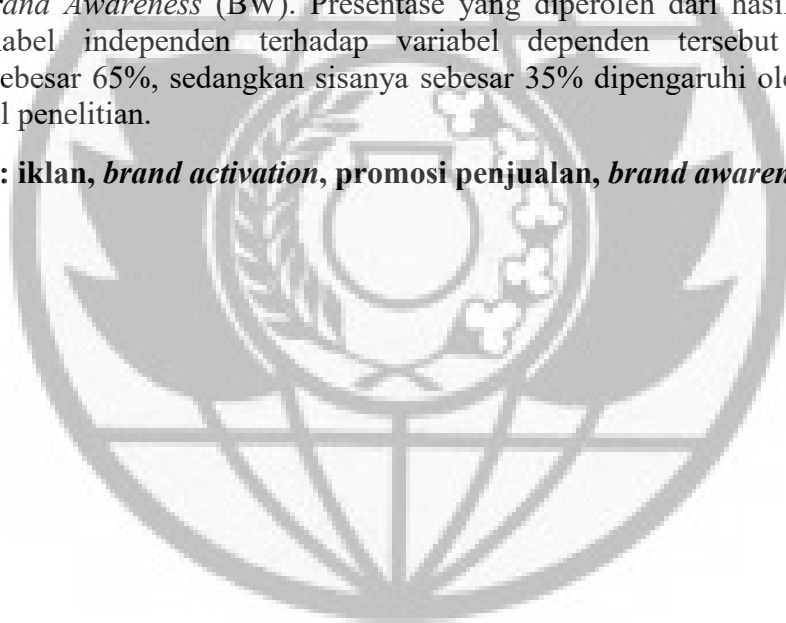
ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis sejauh mana kesadaran konsumen di kota Surabaya terhadap merek susu Zee yang dipengaruhi oleh variabel iklan, *brand activation*, dan promosi penjualan terhadap *brand awareness*.

Jenis penelitian ini adalah penelitian kuantitatif. Metode analisis yang digunakan adalah analisis regresi liner berganda dengan menggunakan program SPSS versi 23. Populasi yang digunakan dalam penelitian ini adalah konsumen susu Zee di Surabaya. Pengambilan sampel dilakukan selama sepuluh hari dengan menggunakan metode *asidental sampling* yaitu teknik penentuan sampel berdasarkan siapa saja yang secara kebetulan bertemu dengan peneliti dan dianggap cocok sebagai sumber responden, dengan jumlah sampelsebesar 100 responden .

Hasil penelitian menunjukkan bahwa hasil koefisien Iklan (IK) sebesar 0,461 yang menunjukkan pengaruh positif dan signifikan terhadap *Brand Awareness (BW)*, hasil koefisien *Brand Activation (BA)* sebesar 0,135 menunjukkan pengaruh positif dan signifikan terhadap *Brand Awareness (BW)*, dan hasil koefisien Promosi Penjualan (PP) sebesar 0,174 menunjukkan pengaruh yang positif dan signifikan terhadap *Brand Awareness (BW)*. Presentase yang diperoleh dari hasil perhitungan ketiga variabel independen terhadap variabel dependen tersebut mempunyai kontribusi sebesar 65%, sedangkan sisanya sebesar 35% dipengaruhi oleh faktor lain diluar model penelitian.

Kata kunci: iklan, *brand activation*, promosi penjualan, *brand awareness*



ABSTRACT

This research aimed to examine and analyze how far consumers' awareness in Surabaya, which was influenced by advertising brand activation, and sales promotion on Zee milk brand awareness. The research was quantitative. While, the population was Zee milk consumers in Surabaya. Moreover the data collection technique used accidental sampling, in which the sample was determined based on anyone who accidentally met with researchers and was considered suitable as a source of respondents. Meanwhile, the sample was carried out for 10 days in line with, there were 100 respondents as sample. Furthermore, the data analysis technique used multiple linear regression with SPSS (Statistical Product and Service Solution) 23. The research result concluded advertising coefficient (IK) of 0.461 showed positive and significant effect on Brand Awareness (BW). Similar with, Brand Activation (BA) coefficient of 0.135 showed positive and significant effect on Brand Awareness (BW). Similarly, promotion coefficient Sales (PP) of 0.174 showed positive and significant effect on Brand Awareness (BW). In brief, the percentage of three independent variables on the dependent variable showed contribution of 65%. Meanwhile, the remaining of 35% was influenced by other factors outside the research.

Keywords : advertising, brand activation, sales promotion, brand awareness.



This research aimed to examine and analyze how far consumers' awareness in Surabaya, which was influenced by advertising brand activation, and sales promotion on Zee milk brand awareness.

The research was quantitative. While, the population was Zee milk consumers in Surabaya. Moreover the data collection technique used accidental sampling, in which the sample was determined based on anyone who accidentally met with researchers and was considered suitable as a source of respondents. Meanwhile, the sample was carried out for 10 days in line with, there were 100 respondents as sample. Furthermore, the data analysis technique used multiple linear regression with SPSS (Statistical Product and Service Solution) 23.

The research result concluded advertising coefficient (IK) of 0.461 showed positive and significant effect on Brand Awareness (BW). Similar with, Brand Activation (BA) coefficient of 0.135 showed positive and significant effect on Brand Awareness (BW). Similarly, promotion coefficient Sales (PP) of 0.174 showed positive and significant effect on Brand Awareness (BW). In brief, the percentage of three independent variables on the dependent variable showed contribution of 65%. Meanwhile, the remaining of 35% was influenced by other factors outside the research.

Keywords : advertising, Brand Activation, Sales Promotion, Brand Awareness

